

Message Text

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PAGE 01 STATE 057685
ORIGIN COME-00

INFO OCT-01 ARA-10 ISO-00 EB-08 USIA-15 /034 R

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ARA/ECP/SRICHARDSON

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-----160614Z 049128 /11

R 152227Z MAR 77
FM SECSTATE WASHDC
TO AMEMBASSY BOGOTA
AMCONSUL CURACAO
AMEMBASSY QUITO
AMEMBASSY GEORGETOWN
AMEMBASSY PORT OF SPAIN
AMEMBASSY KINGSTON
INFO AMCONSUL GUAYAQUIL
AMCONSUL CALI
AMCONSUL MEDELLIN
AMEMBASSY CARACAS

UNCLAS STATE 057685

E.O. 11652:N/A

TAGS:BEXP, GY, JM, VE, EC, CO, NA

SUBJECT:UNITED STATES EXHIBITIONS-CARACAS, VENEZUELA 1977

1. PURPOSE-THE PURPOSE OF THIS CABLE IS TO INFORM ALL ADDRESSEE POSTS, OF THE FOUR U.S. DEPARTMENT OF COMMERCE SPONSORED SOLO EXHIBITIONS SCHEDULED FOR CALENDAR YEAR 1977, AND TO OUTLINE PROMOTIONAL ACTIONS. POSTS ARE EXPECTED TO PERFORM IN SUPPORT THEREOF.

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PAGE 02 STATE 057685

2. BACKGROUND-MARKET RESEARCH ON THE FOUR EXHIBITION THEMES INDICATES THAT A STRONG DEMAND EXISTS IN VENEZUELA AND NEIGHBORING COUNTRIES FOR A BROAD SPECTRUM OF AMERICAN-MADE HIGH TECHNOLOGY EQUIPMENT, MACHINERY, INSTRUMENTS AND SERVICES. THE EXHIBITIONS WILL ALL TAKE PLACE IN A MODERN, FUNCTIONAL EXHIBITION FACILITY, SPECIFICALLY

DESIGNED FOR THIS PURPOSE. THESE EVENTS WILL PERMIT
END-USERS AND POTENTIAL AGENTS/DISTRIBUTORS FROM NEIGHBOR-
ING COUNTRIES AN OPPORTUNITY TO SEE THE LATEST PRODUCTS
AND TECHNOLOGY OF APPROXIMATELY 50 AMERICAN INDUSTRY
LEADERS IN EACH EXHIBITION. MANY EXHIBITORS, INCLUDING
SOME FIRMS NOW REPRESENTED IN VENEZUELA, ARE SEEKING
COMMERCIAL/AND OR PRODUCTION ARRANGEMENTS IN OTHER COUNTR-
IES, AND WILL HAVE BOTH TECHNICAL AND COMMERCIAL STAFF

PRESENT TO DISCUSS SUCH MATTERS.

3. 1977 EXHIBITION SCHEDULE-FOUR EXHIBITIONS ARE SCHE-
DULED FOR CALENDAR 1977 WITH THE FOLLOWING PRODUCT THEMES
AND FIRM DATES:

- A) INSTRU-QUIPOS 77 - INDUSTRIAL PROCESS CONTROLS, PUMPS
AND INSTRUMENTATION, JULY 25-30;
- B) METAL-QUIPOS 77 - METALWORKING MACHINERY AND EQUIP-
MENT AUGUST 29 - SEPTEMBER 3;
- C) TELE '77 - TELECOMMUNICATIONS, RADIO AND TELEVISION,
SEPTEMBER 26 - OCTOBER 1;
- D) OFI-SISTEMAS '77- ADVANCED BUSINESS MACHINERY AND
COMPUTERS, DECEMBER 5-10.

THIS CABLE WILL OFFER DETAILS ON THE INSTRU-QUIPOS AND
METAL-QUIPOS EVENTS. INFORMATION RELEVANT OF TELE-QUIPOS
WILL BE DISSEMINATED IN A SUBSEQUENT CABLE APPROXIMATELY
JULY 1.

4. INSTRU-QUIPOS 77 PRODUCT CONTENT - PRODUCTS TO BE
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PAGE 03 STATE 057685

SHOWN INCLUDE ELECTRIC, ELECTRONIC, PNEUMATIC AND
MECHANICAL DEVICES WHICH INDICATE, MEASURE, RECORD,
ANALYZE, REGULATE OR CONTROL SUCH PARAMETERS OF ON-LINE
PROCESSING AS TEMPERATURE, PRESSURE, DRAFT AND VACUUM,
FLOW AND LIQUID LEVEL, HUMIDITY, AND CONTINUOUS ANALYSIS
OF GASES AND LIQUIDS. ALSO INCLUDED WILL BE CONTROL
VALVES, REGULATOR VALVES, METERS, PANELBOARDS, PUMPS, AS
WELL AS SUBASSEMBLIES, PARTS AND ACCESSORIES FOR INDUS-
TRIAL PROCESS INSTRUMENTS. AUTOMATED, COMPUTERIZED
SYSTEMS ARE INCLUDED IN THIS THEME.

5. INSTRU-QUIPOS '77 INDUSTRY SEGMENTS - TARGET
AUDIENCE SHOULD INCLUDE LOCAL PLANT MANAGERS, PRODUCTION
SUPERVISORS, PURCHASING DEPARTMENT MANAGERS AND SYSTEMS
ENGINEERS, AS WELL AS RELEVANT GOVERNMENT OFFICIALS,
IMPORTERS AND DISTRIBUTORS OF RELATED EQUIPMENT AND
SYSTEMS. THE TARGET UNIVERSE SHOULD

INCLUDE ALL OF THE MAJOR PROCESSING INDUSTRIES:

CHEMICAL, PETROCHEMICAL, PETROLEUM AND NATURAL GAS, CEMENT, PRIMARY METALS, FOOD PROCESSING, SUGAR, MINING, PULP AND PAPER, ELECTRICAL UTILITIES, AND TEXTILES.

6. INSTRU-QUIPOS 77 COMMITTED AND PROBABLE PARTICIPANTS - COMPANIES ALREADY COMMITTED AND OTHER PROBABLE PARTICIPANTS INCLUDE: ANDCO, AMETEK, ACCO/BRISTOL, ALAN BRADLEY, ALLIS CHALMERS, AD AURIEMA, BENDIX, BINGHAM WILLAMETTE, BADGER, BIOMATION, CIRCLE SEAL, CE-INVALCO, CRAWFORD FITTING, DORIC SCIENTIFIC, DUPONT, DATA GENERAL, DYNELCO, ENDEVCO, EMI, EAGLE SIGNAL, FOXBORO, FISHER CONTROLS, GOULD, GPE CONTROLS, HONEYWELL, HEWLETT PACKARD, INSTRUMATICS, ITT BARTON, IRD MECHAN-ALYSIS, KINGMAN WHITE, MARK CONTROLS, METROMATION, MCBETH/KOLLMERGEN, MORRIS PUMPS, MODULAR COMPUTER, MAJOR ENGINEERING, PARKER HANNIFIN, PRECISION, RESISTOFLEX, ROSEMOUNT, ROBERSHAW, SYSTEMS ENGINEERING, SARGENT WELSH, UNCLASSIFIED

UNCLASSIFIED

PAGE 04 STATE 057685

TECHNICON, TESCOM, TAYLOR, TELEDYNE, TRW, WORTHINGTON, VANTON PUMP, ETC.

7. METAL-QUIPOS 77 PRODUCT CONTENT - APPROPRIATE PRODUCTS WHICH WILL BE SHOWN INCLUDE, BORING, MILLING AND DRILLING MACHINES, TURRET LATHES, VERTICAL DRILL PRESSES, SURFACE GRINDING EQUIPMENT, POLISHING AND BUFFING EQUIPMENT, PUNCHING AND SHEARING MACHINES, FOUNDRY MACHINERY, BENCH TYPE MILLING MACHINES, PRECISION BORING EQUIPMENT, MULTIPLE SPINDLE DRILLING EQUIPMENT, NUMERICALLY CONTROLLED MACHINE TOOLS, DIAMOND SAWS, PIPE THREADING MACHINES, FINISHING MILLS, CARBIDE SPECIAL PURPOSE DRILLS, DUPLICATOR PRESSES, HYDRAULIC SHEARS, BENDER PRESSES, AND WELDING MACHINERY AND EQUIPMENT. THIS LISTING WILL BE EVEN MORE COMPREHENSIVE AS THE IMPRESSIVE ARRAY OF EXHIBITORS WITH MANY - FACETTED CAPABILITIES JOIN THE RANKS OF PARTICIPANTS.

8. METAL-QUIPOS 77 INDUSTRY SEGMENTS - THE TARGET AUDIENCE FOR THIS EVENT SHOULD INCLUDE PLANT MANAGERS, PRODUCTION SUPERVISORS, ASSEMBLERS, FABRICATORS, FINISHERS, PURCHASING DEPARTMENT MANAGERS, ENGINEERS, ARCHITECTS, AS WELL AS RELEVANT GOVERNMENT OFFICIALS, IMPORTERS AND DISTRIBUTORS OF RELATED EQUIPMENT AND MACHINERY. THE TARGET UNIVERSE SHOULD INCLUDE THE BROAD SPECTRUM OF METALWORKING INDUSTRIES; AUTOMOTIVE INDUSTRY, METALS INDUSTRIES, SHIPBUILDING AND REPAIR, ELECTRONICS AND ELECTRICAL INDUSTRIES, FOUNDRIES, STEEL MILLS AND FABRICATORS, SHEET STEEL COMPONENT INDUSTRY, TRANSPORTATION, ELEVATOR AND CONVEYING INDUSTRIES, CON-

STRUCTION INDUSTRY, ETC.

9. METAL-QUIPOS 77 COMMITTED AND PROBABLE PARTICIPANTS -
COMPANIES ALREADY COMMITTED AND OTHER PROBABLE PARTICI-
PANTS INCLUDE: APPLIED POWER, ANDCO, ACCO/WILSON,
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PAGE 05 STATE 057685

BRIDGEPORT, BUEHLER, BARBER-COLMAN, BROWN AND SHARPE,
BRUSH RESEARCH, COLLINS MACHINERY, C-E CAST, CME, INC.,
DOALL, CINCINATI CMILICRON, EASCO - SPARCATRON,
ELECTRO-ARC, FENWAY, FULLERTON METALS, CYROMATIC, IND.,
METALS, KEYMAR, MINSTER, MOREY, MCNEILL, MOOG, NORTON,
LOCKFORMER, PANGBORN, PILLER, PEARL EQUIPMENT, PRATT AND
WHITNEY, RANSBERG, RIDGE TOOL, ROCKWELL, QUALITY MEASURE-
MENTS, STRIPPIT, SOLAR BASIC, SWECO, SOUTHERN CROSS,
TRADE CIRCLE, TELEDYNE - OSTER, TESCO, UNION CARBIDE,
WILTON, WHITING, W.A. WHITNEY, YODER, ETC.

10. ACTION REQUESTED - THE HEAVY THRUST OF END-USER AND
REFIND PROMOTION WILL BE LIMITED TO ADDRESSEE POSTS.
A) CUSTOMER IDENTIFICATION - THE BASIC SOURCES WILL BE
THE COMPUTER PRINTOUTS (USDOC FOREIGN BUYERS AND REPRESENTATIVES), AND IN THE CASE OF VENEZUELA, ADDITIONAL
NAMES PROVIDED BY THE EXHIBITORS, LOCAL AGENTS, TRADE
ASSOCIATIONS AND TRADE PRESS. IT IS REQUESTED THAT
ADDRESSEES PREPARE LISTS OF POTENTIAL END-USERS FOR THEIR
LOCAL MAILINGS OF PROSPECT INFORMATION FLYERS BEING
PREPARED IN CARACAS FOR EACH EVENT. NO LATER THAN SIX
WEEKS PRIOR TO EACH EXHIBITION PROMOTIONAL MATERIALS WILL
BE SENT TO EACH POST FOR LOCAL DISTRIBUTION.
B) REFIND IDENTIFICATION-IT IS REQUESTED ADDRESSEE POSTS
PREPARE LISTS OF POTENTIAL AGENTS/DISTRIBUTORS FOR
LOCAL MAILINGS OF EXHIBITION PROMOTIONAL MATERIALS.
C) PROMOTIONAL LITERATURE - WILL BE MAILED IN BULK TO
ALL ACTION POSTS, IN ADDITION TO DIRECT MAILING TO ALL
INDIVIDUALS IDENTIFIED BY COMPUTER PRINTOUTS. THE COMBIN-
ATION OF DIRECT MAILINGS FROM CARACAS, WHICH WILL INCLUDE
A REFIND GRID, AND LOCAL MAILINGS FROM EACH FOREIGN
SERVICE POST, SHOULD MINIMIZE THE USUAL HIGH ATTRITION
OF MAIL AND OFFER A BETTER POSSIBILITY OF THE EXHIBITION
ANNOUNCEMENT REACHING POTENTIALLY INTERESTED READERS.
D) PUBLICITY POSTS ARE REQUESTED TO INCLUDE INFORMATION
ON THESE EVENTS IN THEIR COMMERCIAL NEWSLETTERS AND TO
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PAGE 06 STATE 057685

PROMOTE EACH EVENT THROUGH APPROPRIATE CHANNELS.

11. ALL REQUESTS FOR PROMOTIONAL LITERATURE, INQUIRIES
FROM POTENTIAL VISITORS, OR REFERENCES TO THESE
EXHIBITIONS SHOULD BE ADDRESSED TO:

AMERICAN EMBASSY - COMMERCIAL SECTION

ATTENTION OF:

H.L. KIRCHSLAGER

DIRECTOR OF MARKETING ACTIVITIES

U.S. EXHIBITIONS - 1977

APARTADO 62291

CARACAS, VENEZUELA

OR THROUGH OTHER EXPEDITIOUS MAIL CHANNELS.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 15-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Format: TEL
From: STATE
Handling Restrictions: n/a
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Message ID: 9a0281b7-c288-dd11-92da-001cc4696bcc
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Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Review Action: RELEASED, APPROVED
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Review Event:
Review Exemptions: n/a
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Review Release Date: n/a
Review Release Event: n/a
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Review Withdrawn Fields: n/a
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Secure: OPEN
Status: NATIVE
Subject: UNITED STATES EXHIBITIONS-CARACAS, VENEZUELA 1977
TAGS: BEXP, GY, JM, VE, EC, CO, NA
To: BOGOTA CURACAO MULTIPLE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/9a0281b7-c288-dd11-92da-001cc4696bcc
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